



*Blue Planet Run* represents an extraordinary collaboration of photographers, journalists, leading environmentalists, information designers and athletes who put a human face on one of the biggest challenges facing humanity today: the world's rapidly disappearing source of clean water.



# BLUE PLANET RUN: THE RACE TO PROVIDE SAFE DRINKING WATER TO THE WORLD



Created by Rick Smolan and Jennifer Erwit

Foreword by Robert Redford, Introduction by Fred Pearce

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Over 250 photographs and graphics

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# ABOUT THE BOOK

*Blue Planet Run: The Race to Provide Safe Drinking Water to the World* provides readers with an extraordinary look at the water problems facing humanity and some of the hopeful solutions being pursued by large and small companies, by entrepreneurs and activists, and by nongovernmental organizations and foundations. By the end of the book, readers are left to form their own conclusions as to whether the human race is capable of taking the steps necessary to solve this global crisis before it's too late.

*Blue Planet Run* is actually two books in one: the first is a showcase of powerful, inspiring, disturbing and hopeful images captured by leading photojournalists around the world who documented the human face of the crisis and its possible solutions. The result of these two parallel projects is this new book.

The second is about an inspiring 15,000-mile relay run—the longest relay in human history—in which 20 athletes spent 95 days running around the globe to spread awareness of the global water crisis.

In addition to the world class photographs, this book includes insightful essays from a passionate group of writers, environmentalists, inventors and journalists including Robert Redford, Diane Ackerman, Fred Pearce, Bill McKibben, Jeffrey Rothfeder, Michael Specter, Dean Kamen, Michael Malone, Paul Hawken, and Mike Cerre.

One hundred percent of the royalties from this book will be used to provide clean drinking water to people around the world who desperately need it.



# IN THE DETAILS

It is estimated that one billion people across the planet now lack access to clean water. But, as the extraordinary images on this new book show, there are solutions to the world's fresh water crisis, and they are within reach. This book, ostensibly about a world crisis, is also a work of optimism and hope.

The Blue Planet Run volume represents two extraordinary projects. The first is the result of a worldwide search for images and stories to capture the human face of the global water crisis. For one month, 40 talented photojournalists crossed the globe taking photographs to show the extent of the problem. At the same time, a team of researchers contacted photographers on every continent to identify existing bodies of work focused on this crucial issue. Simultaneously, 20 runners representing 13 nationalities embarked on a 95-day nonstop relay race around the globe, serving as messengers to raise awareness of the severity of the water crisis.

The Blue Planet Run is designed to be a wake-up call to the world, sounding both a warning and a note of hope, letting us know that there is still time to solve this problem if we act now, before it is too late.



# ABOUT THE CREATORS

Rick Smolan is a former Time, Life and National Geographic photographer best known as the creator of the Day in the Life book series. He and his partner, Jennifer Er Witt, are the principals of Against All Odds Productions, based in Sausalito, California. Fortune Magazine featured Against All Odds as “One of the 25 Coolest Companies in America.” Their global photography projects combine creative storytelling with state-of-the-art technology. Many of their books have appeared on the New York Times best-seller lists and have been featured on the covers of Time, Newsweek and Fortune. Their books include *America 24/7*, *One Digital Day*, *24 Hours in Cyberspace*, *Passage to Vietnam*, *The Power to Heal* and *From Alice to Ocean*. They live with their two children, Phoebe and Jesse, in Northern California.

The book was sponsored by Jin Zidell, founder of the Blue Planet Run Foundation, to raise awareness of the global water crisis and to support the organization’s mission of bringing the global community together to provide safe drinking water to the billion people around the world in need.

Blue Planet Run Foundation is a non-profit 501(c)3 organization dedicated to raising global awareness about the lack of safe drinking water, and funding working solutions today for the billion people living without ready access to this life sustaining resource.

Since 2004, the U.S.-based foundation has partnered with 46 non-governmental organizations worldwide and funded 214 sustainable water projects in 18 countries impacting more than a quarter of a million people. The Foundation’s signature awareness and fundraising event was the Blue Planet Run 2007, the first-ever around-the-world relay run. Please visit [www.blueplanetrun.org](http://www.blueplanetrun.org).



# AWARDS AND PRAISE

## **Oprah Reading Room:**

Books That Made a Difference to Rachel McAdams

[oprah.com/article/omagazine/readingroom/pkgbooks/200904-omag-books-rachel-mcadams/6](http://oprah.com/article/omagazine/readingroom/pkgbooks/200904-omag-books-rachel-mcadams/6)

## **Time Magazine:**

Featured on-line photo essay

[www.time.com/time/photogallery/0,29307,1724375,00.html](http://www.time.com/time/photogallery/0,29307,1724375,00.html)

## **Independent Publishers Awards:**

Most Likely to Save the Planet

## **ABC News:**

Video series explores the book and the water issue.

[abcnews.go.com/Video/playerIndex?id=4721417](http://abcnews.go.com/Video/playerIndex?id=4721417)

## **American Public Radio's "Marketplace":**

Inteview with Hear Rick Smolan

[download.publicradio.org/podcast/marketplace/2007/12/smolan\\_q\\_64.mp3](http://download.publicradio.org/podcast/marketplace/2007/12/smolan_q_64.mp3)

## **Amazon.com:**

Full pdf version available free online

[http://www.amazon.com/Blue-Planet-Run-Provide-Drinking/dp/160109017X/ref=cm\\_taf\\_title\\_featured?ie=UTF8&tag=tellafriend-20](http://www.amazon.com/Blue-Planet-Run-Provide-Drinking/dp/160109017X/ref=cm_taf_title_featured?ie=UTF8&tag=tellafriend-20)



# IMAGES AND RESOURCES

Images with cutline and photo credit can be downloaded for features about the book from [www.prnewswire.com/mnr/blueplanet/32194/](http://www.prnewswire.com/mnr/blueplanet/32194/)

A photo credit and book attribution must be included with each image and the Blue Planet Run introduction text must be attributed to Robert Redford.

For specific requests or usage rights questions about usage rights, please contact Katya Abel at Against All Odds: [katya@againstalloods.com](mailto:katya@againstalloods.com) (415) 331-6300



# SUGGESTED TALKING POINTS

## **The Water Problem**

The water crisis is a universal problem not just a problem of the poor or third world countries. The problem is different in each region of the world and the solutions are also different. We are all downstream and, as Robert Redford says in his introduction: Many People in the developed world still assume the global water crisis has nothing to do with them – that it's a crisis “for those poor people over there”. The painful truth is the water crisis is now on every continent, and in cities large and small. The water crisis affects every human being on the planet but most of us just aren't paying attention yet.

## **A few examples of the problem and questions to pose:**

- The water table is plummeting all over the world - We are pulling water out of the ground 4x faster than it is being replenished. How can we solve this problem?
- 6.5 billion people are consuming the same amount of water as when there were only 500 million people on the planet in 1650. More and more people are drinking out of same straw. What happens twenty years from now when there are 8 billion of us walking around the planet?
- Developing countries like China are becoming some of the world's worst polluters – in China for example 70% of rivers no longer support life. What can be done to encourage these countries to build water conservation into their growth plans?

## **To schedule interviews or for more information please contact:**

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## SUGGESTED TALKING POINTS (CONT)

### **Water Heroes – Showing that Individuals can make a difference**

The Blue Planet Run features “Water Heroes”, individuals who are making a difference via innovation, invention, politics, lobbying, branding, and fund raising to address the global water crisis: Examples include:

- Inventor Dean Kamen’s “Slingshot” water filter, a small refrigerator sized device that transforms cesspools into clean water
- An Indian farmer who created a innovative \$20 drip Irrigation System based on plastic popsicle wrappers that are replacing \$20,000 drip irrigation systems
- Colorful LifeStraws that filter out guinea worms provided by the Carter Foundation
- PlayPumps powered by children as they spin on a merry-go-round (supported by Steve and Jean Case)
- Fog catchers that extract water from dense fog in countries like Nepal
- The world’s leading advertising art director who raised millions of dollars for Unicef by branding New York Tap water
- A young party planner who raises millions from movie stars and fashion models to build wells in Africa
- A famed Indian author whose protests have stopped the construction of dams which would have dislocated millions of her fellow citizens.



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## SUGGESTED TALKING POINTS (CONT)

### **Simple Yet Powerful Things the Average Person Can Do**

1. Water plants in the morning to minimize evaporation.
2. Put a bucket in the shower and use what's accumulated to water plants.
3. Turn the water off while brushing your teeth.
4. Park the car on the grass when you are washing it and water the lawn simultaneously.
5. Purchase water filters instead of plastic bottles.
6. Use a bowl of water to shave.
7. Buy a low-flow toilet.
8. Use a broom to clean your driveway and patio instead of hosing it down.
9. Refuse to purchase products from countries that are known polluters
10. Volunteer or donate time, services or make a donation to one of the organizations focused on water



## SUGGESTED TALKING POINTS (CONT)

### Questions for author/creator Rick Smolan

1. International photographers, writers, inventors, journalists, and illustrators artists, applied their talents to capture the human face on this global crisis. How did you select the team to work on the project?
2. How many images did you choose from to select the images for the book?
3. What is the Blue Planet Run Foundation?
4. Why did you decide to produce Blue Planet Run now?
5. Why should people be interested in this project?
6. How does Blue Planet Run compare to your previous best-selling projects like A Day in the Life of America and 24 Hours in Cyberspace?

### The Run

The book includes coverage of the 2007 Blue Planet Run, an unprecedented, non-stop, around-the-world relay race designed as a wake-up call to the world. Twenty runners, representing 16 countries, began the race on June 1, 2007 at the United Nations and concluded in New York City on September 4, 2007. The runners circled the earth in just 95 days while running over 15,000 miles across 16 countries in Europe, Asia, and North America to deliver an extremely urgent and important message: We can and must begin today to alleviate the catastrophic burden placed on over a billion people who, every day, must drink unsafe local water, or travel long distances on foot to search for safe water for themselves and their families.

1. How did the run come to be? Who initiated it?
2. What was the intention of the run?
3. Logistics for the run must have been a mammoth undertaking. How was such an amazing effort coordinated?
4. How can people continue to support the Blue Planet Run Foundation?



# CONTACTS

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